



# Frost Brown Todd, LLC

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OHIO • KENTUCKY • INDIANA • TENNESSEE

3661  
IPM 4

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December 5, 2005

Mail Stop: AMENDMENT  
Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

Re: Application: 09/465,730  
Filed: 05/17/2000  
Inventor: Hunter, et al.  
For: **SYSTEM AND METHOD PERMITTING MERCHANTS TO USE  
ELECTRONIC BILLBOARD DISPLAYS TO CARRY  
ADVERTISEMENTS FOR PRODUCTS THAT CAN BE  
PURCHASED THROUGH A UNIVERSAL AUTOMATED ORDER  
PROCESSING SYSTEM**  
Atty Ref.: 0103637-0533877

Dear Sir:

Enclosed for filing are the following papers for the above-referenced patent application:

1. Information Disclosure Statement (IDS);
2. Check for \$180.00; and
3. Self-addressed postage prepaid return receipt postcard

Commissioner for Patents

December 5, 2005

Page 2 of 2

The fee has been calculated as shown below:

	Number of Claims	Highest Previous Paid For	Extra Claims	Rate	Fee (Dollars)
Total Claims	35	71	0	x \$50 =	0
Independent Claims	3	4	0	x \$200 =	0
If multiple dependent claims, add \$360.00					n/a
IDS Fee (37 CFR 1.17(p))					180.00
<b>TOTAL FEE DUE</b>					<b>\$ 180.00</b>

The Commissioner is hereby authorized to charge payment of any fees associated with this communication, including any necessary extension fees, or credit any overpayment, to Deposit Account No. 06-2226.

Respectfully submitted,

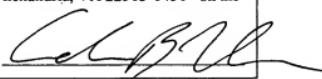
FROST BROWN TODD LLC



Andrew B. Ulmer (Reg. No. 57,003)

Certificate of Mailing

The undersigned certifies that this correspondence was deposited with the U.S. Postal Service with sufficient postage as first class mail and addressed to "Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450" on the 5<sup>th</sup> day of December, 2005.





PATENTS

UNITED STATES PATENT AND TRADEMARK OFFICE

Application: 10/465,730

Examiner: Nguyen, Cuong H.

Filed: 05/17/2000

Art Unit: 3661

Inventor: Hunter, et al.

Atty Ref.: 0103637-0533877

Title: **SYSTEM AND METHOD PERMITTING MERCHANTS TO USE  
ELECTRONIC BILLBOARD DISPLAYS TO CARRY ADVERTISEMENTS  
FOR PRODUCTS THAT CAN BE PURCHASED THROUGH A UNIVERSAL  
AUTOMATED ORDER PROCESSING SYSTEM.**

12/15/2005 DTESEM1 00000061 09465730

01 FC:1806

180.00 OP

INFORMATION DISCLOSURE STATEMENT

In accordance with 37 CFR 1.97 and 1.98 Applicant herewith submits certain information that the Patent & Trademark Office may wish to consider in examining the above-identified application. The information is listed on the attached PTO/SB/08A and 08B. Copies of the information are also provided. Pursuant to MPEP 609.04(a) II, no copies are provided herewith of U.S. patents cited. Copies of foreign patents and non-patent literature are provided herewith. Please treat all information as prior art until it is proved otherwise. No representation is made or intended that a prior art search has been made, that better information is available, or that the information qualifies as prior art or is material to patentability.

The Commissioner is hereby authorized to charge payment of any fees associated with this communication or credit any overpayment, to Deposit Account No. 06-2226.

Respectfully Submitted,

  
Andrew B. Ulmer (Reg. No. 57,003)  
FROST BROWN TODD LLC  
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**Certificate of Mailing**

The undersigned certifies that this correspondence was deposited with the U.S. Postal Service with sufficient postage as first-class mail and addressed to "Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450," on this 5th day of December, 2005.

  
ANDREW B. ULMER



Substitute for Form 1449B/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

Sheet 1 of 6

*Complete if Known*

Application Number	09/465,730
Filing Date	05/17/2000
First Inventor	Hunter, et al.
Art Unit	3661
Examiner Name	Nguyen, Cuong H.
Attorney Docket No.	0103637-0533877

**U.S. PATENT DOCUMENTS**

Examiner Initials*	Document Number Number - Kind Code, (if known)	Publication Date MM-DD- YYYY	Name of Patentee or Applicant	Pages, columns, lines where relevant passages or relevant figures appear
	US 4,126,854	11-1978	Sheridan	
	US 5,389,945	02-1995	Sheridan	
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Examiner Signature	Date Considered
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Substitute for Form 1449B/PTO

PTO/SB/08A and 08B (modified)

INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT

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Complete if Known

Application Number	09/465,730
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First Inventor	Hunter, et al.
Art Unit	3661
Examiner Name	Nguyen, Cuong H.
Attorney Docket No.	0103637-0533877

## U.S. PATENT DOCUMENTS

Examiner Initials*	Document Number Number - Kind Code <sup>3</sup> (if known)	Publication Date MM-DD- YYYY	Name of Patentee or Applicant	Pages, columns, lines where relevant passages or relevant figures appear
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Examiner Initials*	Foreign Patent Document Country Code <sup>3</sup> - Number <sup>1</sup> - Kind Code <sup>3</sup> (if known)	Publication Date MM-DD- YYYY	Name of Patentee or Applicant	Pages, columns, lines where relevant passages or relevant figures appear	T <sup>6</sup>
	CA 2064855	03-1991	DeBay		

Examiner Signature		Date Considered	
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Examiner Initials*	Foreign Patent Document Country Code <sup>1</sup> - Number <sup>2</sup> - Kind Code <sup>3</sup> (if known)	Publication Date MM-DD- YYYY	Name of Patentee or Applicant	Pages, columns, lines where relevant passages or relevant figures appear	T <sup>6</sup>
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	WO 00/65576	11-2000	Hunter		

**OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS**

Examiner Initials*	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>6</sup>
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	INTERNATIONAL SEARCH REPORT, dated 10/26/2000 for PCT Application No. PCT/US00/11022	
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Sheet 4 of 6

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Examiner  
SignatureDate  
Considered

INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT

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Complete if Known	
Application Number	09/465,730
Filing Date	05/17/2000
First Inventor	Hunter, et al.
Art Unit	3661
Examiner Name	Nguyen, Cuong H.
Attorney Docket No.	0103637-0533877

## OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>6</sup>
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	GREGORY P. CRAWFORD; "A Bright New Page in Portable Displays"; IEEE Spectrum, pp. 40-46; October 2000, USA	
	Office Action dated 08/09/2005 for U.S. Application Serial No. 10/174,231, filed 06/19/2002	
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Examiner Signature		Date Considered	
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	Office Action dated 10/11/2005 for U.S. Application Serial No. 10/133,343, filed 04/29/2002	

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional).

<sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04.

<sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3).

<sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document.

<sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible.

<sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

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Examiner Signature		Date Considered	
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